

# Media Tip Sheet:

## “How does exporting hardwood lumber and products help Indiana?”



### Why Export?

International trade has been identified by the Indiana State Department of Agriculture (ISDA) as an important source for market growth for Indiana food and agricultural companies. A large amount of Indiana food and agricultural products are already exported, with an estimated \$2 billion of agricultural exports in 2006, ranking Indiana 10<sup>th</sup> among the 50 states.

Agricultural exports help boost farm prices and income, while supporting about 24,200 jobs both on the farm and off the farm in food processing, storage and transportation. Exports remain important to Indiana's agricultural and statewide economy (Source: U.S. Department of Agriculture Foreign Ag Service).

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Governor Daniels and Lt. Governor Skillman have led a total of 7 trade missions, with 3 of those agriculturally-focused trade missions. They recognize that 96 percent of all consumers live outside of the United States, which makes foreign trade fundamental to the growth and revitalization of Indiana's economy.



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Governor Daniels shakes hands with Mr. Inoue, Senior Executive Vice President & Group CEO of the parent of company of IPC during the 2006 Trade Mission to Japan.

The trade missions have resulted in the purchase of millions of dollars of Indiana corn, soybeans, hardwood products, lumber and swine, in addition the development of valuable relationships. Agricultural-focused trade missions have visited Panama, Guatemala, and Costa Rica; Taiwan and Vietnam; and Mexico. ISDA has also taken part in four Governor-led trade missions to Japan, Taiwan, South Korea, Germany, and the United Kingdom. Each of these trade missions has resulted in new market opportunities and sales for the Indiana agriculture industry.

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Trade has increased for Indiana's hardwood industry exports. According to the U.S. Census Department, Indiana had \$253 million in hardwood exports in 2006, which is a 21 percent increase over 2005 exports of \$208 million. Since 2001, exports of wood products originating from Indiana have grown by 42 percent.

Walnut, cherry, red oak, ash & hard maple veneer from the U.S. to be used in making furniture in India.

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**Trade missions achieve the following:**

- 1. Provide market growth opportunities for Indiana businesses**
- 2. Increase Indiana agricultural exports therefore supporting Hoosier job growth**
- 3. Connect Indiana businesses to overseas customers**

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ISDA has worked to promote Indiana hardwoods through trade missions to the following countries:

**Japan and Korea (June 2006)**

**Taiwan and Vietnam (October 2006)**

**German and the United Kingdom (May 2007)**

**India (September 2007)**

**Dubai (February 2008)**

**Vietnam (March 2008)**

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Governor Daniels unveiled the “Premium Indiana Forest Products” logo with Mr. Okado of the Gallery Mroi no Kotoba in Tokyo, Japan.

### Trade Missions Accomplishments

#### Japan and Korea (2006)

Governor Daniels unveiled the “Premium Indiana Forest Products” logo to the Asian market. The logo identifies products made from Indiana hardwoods and is being marketed globally to promote Hoosier forestry products.

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## Trade Missions Accomplishments

Taiwan and Vietnam (2006)

Two Indiana hardwoods companies, Frank Miller Lumber company, Inc. and Cole Hardwood, Inc., reported sales during or after the mission.

Lt. Skillman watches an employee at a Taiwan furniture factory.

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Pictured are Ray Moistner, Executive Director of the Indiana Hardwood Lumberman's Association and Dave Bramlage of Cole Hardwoods between meetings.

## Trade Missions Accomplishments

Germany and the United Kingdom (2007)

Indiana hardwood companies conducted more than 10 meetings that resulted in significant follow-up opportunities.

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Mumbai building supplier showing U.S. hardwood delegation teak woods.

### Trade Missions Accomplishments

India (September 2007)

The primary objectives of the mission were for U.S. hardwood exporters to obtain knowledge of and meet with the members of the Indian hardwood trade and for the U.S. hardwood industry to deliver key information to potential buyers through a series of educational workshops.

One Indiana hardwood company in attendance, Cole Hardwood, Inc., gathered more than 30 leads. More Indiana hardwoods companies are now doing business in India in hardwood lumber and logs.

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## Trade Missions Accomplishments

Dubai (February 2008)

Representatives from ISDA and Pike Lumber attended the Third Annual Dubai International Wood and Wood Machinery Show in the United Arab Emirates. More than 20 leads were identified by two Indiana companies who are now in discussions for future business.



Mike Seidl, ISDA hardwoods program manager, greets a visitor to the booth.

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### Trade Missions Accomplishments



Another American company, Appalachian Forest Products Inc., also attended. Pictured is Wil Donoho and a new sales person from China working in Vietnam.

#### Vietnam (March 2008)

An Indiana hardwoods delegation, ISDA and Salem Hardwoods, attended the First Annual Vietnam International Furniture & Accessories (VIFA) Fair. More than 25 qualified contacts were made with several furniture manufacturers looking to place orders depending on pricing for lumber. Currently, the hardwoods industry is following up on the many quality leads that were established.

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